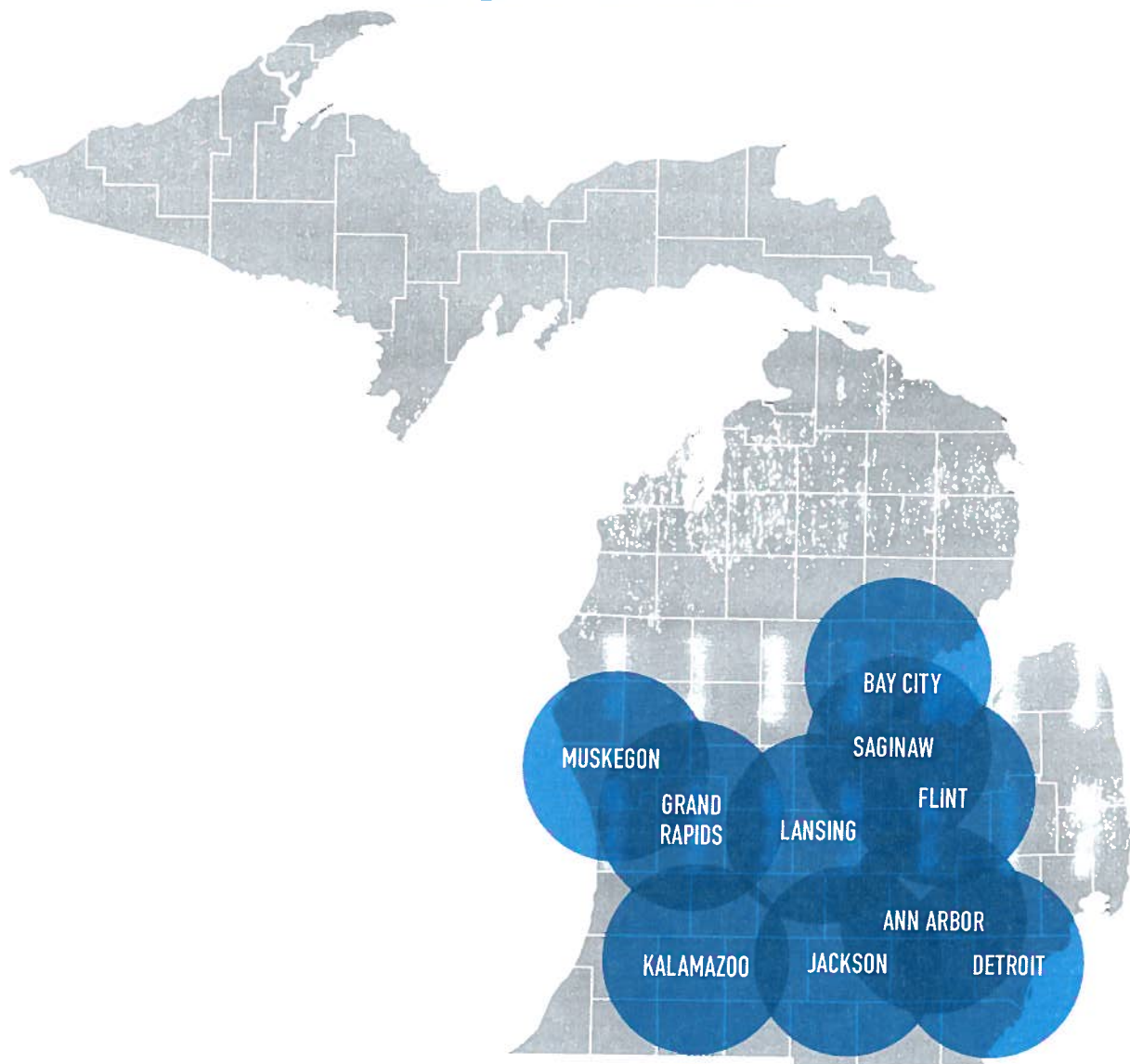


MLIVE MEDIA GROUP

MLive Media Group's geographic newspaper
range of influence



inform + connect = **[TRUE]** journalism

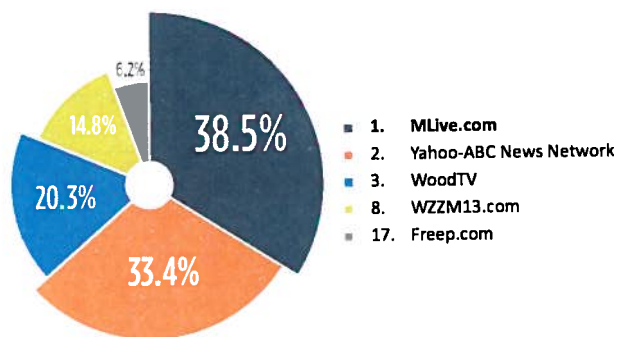


► mlive.com

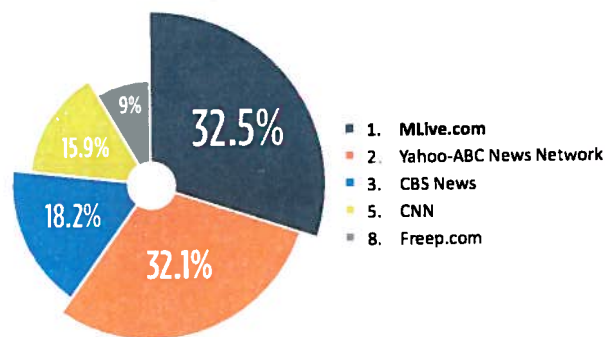
MLIVE MEDIA GROUP

Newspaper sourced journalism websites rank above even national broadcast news sites

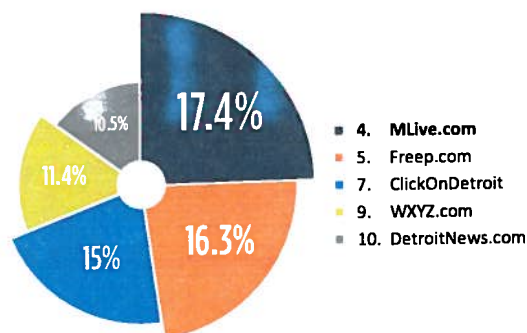
Grand Rapids DMA Percent Reach
RANKED #1



Flint DMA Percent Reach
RANKED #1



Detroit DMA Percent Reach
RANKED #4



Source: comScore Jan 2015 3 mo average, Category News/Information, Media Channel [C]

inform + connect = **[TRUE]** journalism



mlive.com

MLIVE MEDIA GROUP

Market penetration through multiple channels – print, tablet, online, mobile

30 day Sunday and MLive.com cumulative readership



Ann Arbor
(Washtenaw county)



Bay City
(Bay county)



Flint
(Genesee county)



Grand Rapids
(Kent county)



Jackson
(Jackson county)



Kalamazoo
(Kalamazoo county)



Muskegon
(Muskegon county)



Saginaw
(Saginaw county)

Source: Scarborough 2014 Release 2

inform + connect = **[TRUE]** journalism

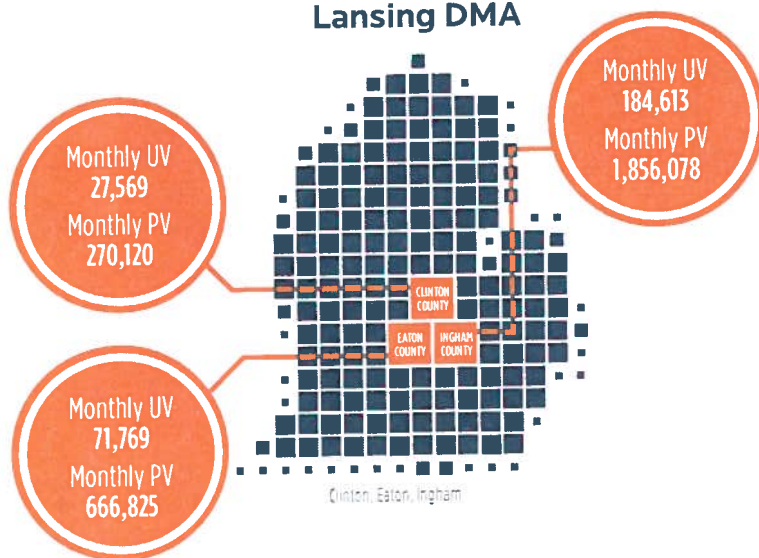


► mlive.com

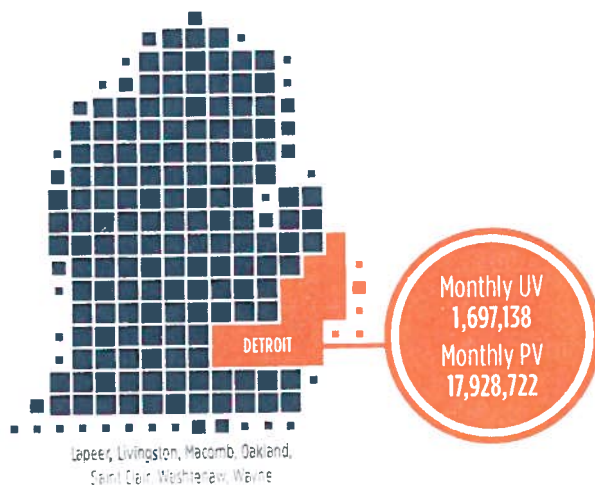
MLIVE MEDIA GROUP

Even in markets where we have no print product,
we reach a large audience

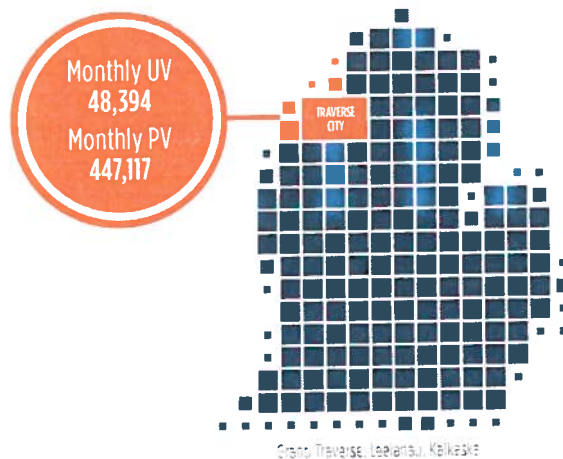
Lansing DMA



Detroit DMA



Traverse City DMA



Source: Internal data

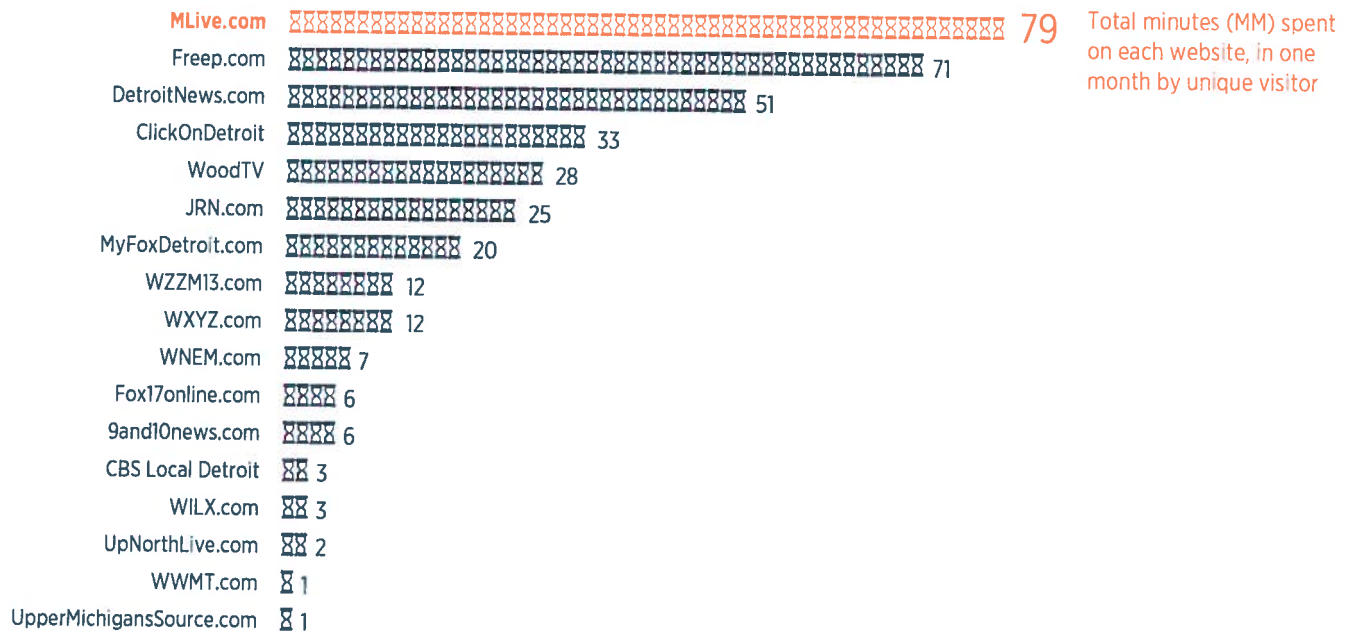
inform + connect = **TRUE** journalism



mlive.com

MLIVE MEDIA GROUP

Because of the need we fulfill, in depth long-read journalism, our audience spends more time with us using multiple platforms.



PRINT



8 local papers

1 million weekly readers

80+ major awards won in 2014

500+ local stories delivered daily

WEB



5.9 Million+ Unique Visitors

94 Million+ Page Views Monthly

MOBILE



21 Million+ Page Views

620,300 App Downloads

Source: comScore 2015, Scarborough 2014

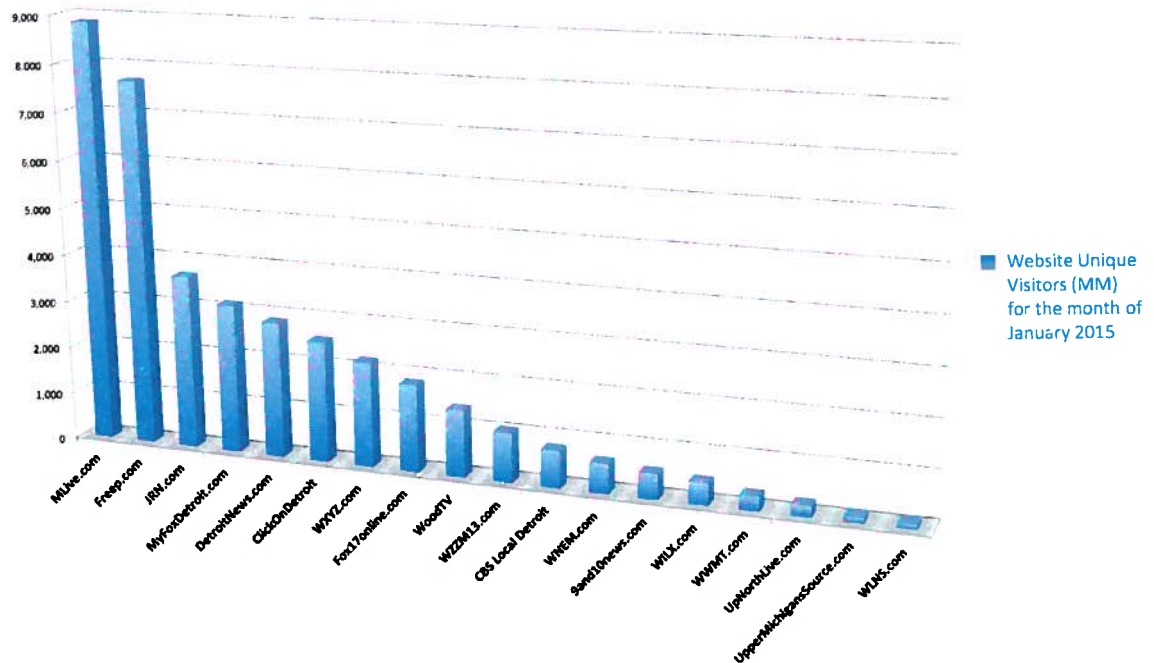
inform + connect = **[TRUE]** journalism



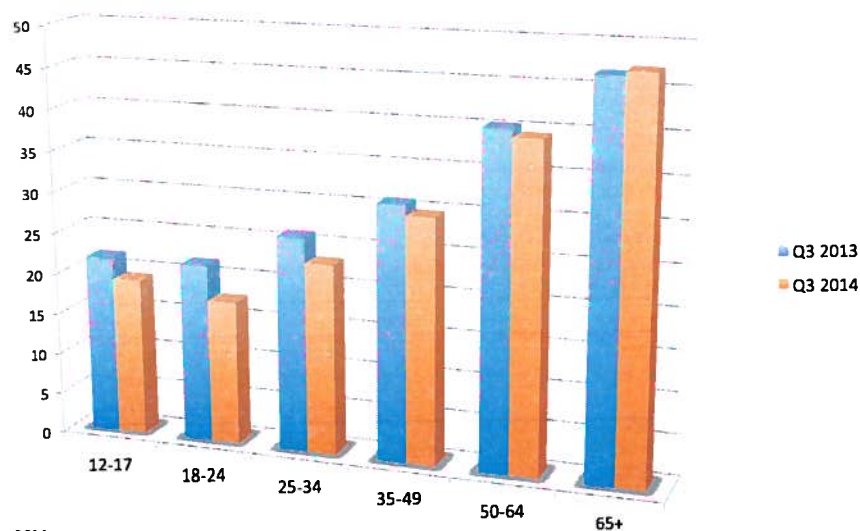
► mlive.com

MLIVE MEDIA GROUP

MLive is Michigan's #1 news and information site



TV viewing is down for all age groups except 65+



Sources: comScore 2015, Nielsen 2014

inform + connect = **[TRUE]** journalism



mlive.com

At Least 768 Kbps Download/200 Kbps Upload Speeds
Statewide Availability: 99.19%



Updated October 1, 2014

[illegible]

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► mlive.com

At Least 3 Mbps Download/768 Kbps Upload Speeds
Statewide Availability: 98.38%



Statewide Availability: 98.38%

Submit questions or recommended changes to: maps@connectmi.org

CONNECT Michigan

Updated October 1, 2014
BETA Version

Legend:

- Rural
- < 60%
- 60.01 - 80%
- 80.01 - 90%
- 90.01 - 95%
- 95.01 - 100%

County Data (Percentage of Population 65+):

County	Percentage
Alcona	85.5%
Alpena	85.5%
Benzie	85.5%
Charlevoix	85.5%
Chippewa	85.5%
Cheboygan	85.5%
Crawford	85.5%
Emmet	85.5%
Grand Haven	85.5%
Grand Rapids	85.5%
Ingham	85.5%
Ionia	85.5%
Isabella	85.5%
Jackson	85.5%
Kalamazoo	85.5%
Leelanau	85.5%
Leontine	85.5%
Lapeer	85.5%
Manistee	85.5%
Marquette	85.5%
Charlevoix	85.5%
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Leontine	85.5%
Lapeer	85.5%
Manistee	85.5%
Marquette	85.

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Statewide Percent of "Underserved" Households: 0.81%



Submit questions or recommended changes to: maps@connectmichigan.org

CONNECT Michigan

Updated October 1, 2020
BETA Version

0 - 10%
10.01 - 25%
>25%

0 12.5 25 50 75 100
Miles

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